LEO BURNETT COMPANY, A

Ad No. 1349—Req. No. 17134—2 [Spage—BaW—4] ; in, a 10 in.—7 The Log, Documber 11] — 196d—4 Column No. 10



THE GIFT HORSE

I know how busy you are -studying, going to class, eathling night crawlers—but but me interrupt your multifarious activities—studying, going to class, helping old grade find their destures after Homeconing—to remind you that buy as you are studying, going to class, searching for root in the American state. Size and

-studying going to class, searching for next in the domitiory stew—time and tide wait for no man, and the Yubtide will som be upon us. Busy or not, we must turn our thoughts to Christmas dopping. Let us, therefore, pusse for a noment in our busy schedules—studying, roling to class, rolling drauds—to arnamine a number of interesting gift supgestions.

We will start with the hardest gift problem of all: What do you give to the person who has everything? Well sir, there follows a list of gifts which I will flatly guarantee the person who has everything does not have: 1. A dominal chair.

- A dentist's chair.
 A low hurdle.
- A street map of Perth, Australia.
- Fifty pounds of chicken fat.
 A carton of filter-tip Marileros.

"What?" you exclaim, your young eyebrows rising in wild incredulity. "The person who has everything does not have a carton of filter-tip Marthoros" you whick your young line cut.

ing mockingly. "What arrant nonsense!" you rasp, making a coarse grature.

And I reply with an emphatic so! The

And I regry with an emphate so I for person who has everything does not have filter-tip Mariboros—not for long anyhors—because if he has Mariboros and if he is a person who likes a mild, nation, hearty, flavorful ciparette—and who does not? eh? who does not?—why, then he doesn't fore Mariform; he associe them. He might possibly have a large collection of Mariform buts, but whole Mariforma?

geoldem: What do you buy your girl if you are broke? Quite a challenge, you will agree, but there is an answer, an ingenious, exciting answer! Surprise your girl with a beautiful because head of her-

Oh, I know you're not a couplar, but that doesn't matter. All you have to do bendour yourself to your girl's recomment, so she will be willing to do you a faving. Then some night when your girl is fast adeep, have the recommend butter your girl's face—quietly, on as not to wake her—and then quietly your gaster of Posis to top of the butter and then quietly wait till it faceless and quietly lift it off



- ender yourself to your bird's Romanate

—the butter will keep it from steening and then bring you the mold, and yo will pour become in it and make a beam ful bout to surprise your gift with? Remember, it is important—rary in portant—to endear yourself to the rose mate, because in case the plaster of Pawan't come off. you don't want to sithout a gift for the holiday session.

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Your gift problem is no problem if you will gire Martboro to your diter-smoking friends and the new king-size Philip Morris Commander to your most-filter smoking friends. To a Commander, This Yuistide reason, or any other sensor you'll be vicknown abount.